

**From:** [Jenny Duxbury](#)  
**To:** [Rochelle Zurnamer](#)  
**Cc:** [Sunita Bose](#); [DL - Rochelle Zurnamer & Assistant](#)  
**Subject:** Re: Audience expectations for content safeguards – guidance for industry [SEC=OFFICIAL]  
**Date:** Thursday, 30 June 2022 5:19:58 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image001.png](#)

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Thanks Rochelle for sending this through.

Would you have time to meet with myself and Sunita to discuss some questions we have on the paper on the afternoon of 15 July?

kind regards  
Jenny

On Wed, 29 June 2022, 10:30 am Rochelle Zurnamer,  
[REDACTED] > wrote:

Dear Sunita,

This morning, the ACMA released a new position paper on [What audiences want – audience expectations for content safeguards](#), and an associated research report, [Trends and developments in viewing and listening 2020-21](#). Both of these papers are attached for your information.

The position paper is directed at all professional content providers, across TV, radio, print and online. It sets out the ACMA's views on contemporary content safeguards for Australian audiences, as well as key accountability principles for effective models of self- and co-regulation.

It is our expectation that broadcasters will take this paper into account when reviewing and updating their codes. We also expect this paper to serve as a resource for non-regulated content providers – including digital platforms – when assessing their own rules and policies regarding content protections. The Australian Code of Practice for Disinformation and Misinformation is referenced in the section on accuracy and impartiality, with the ACMA calling on all professional content providers to consider approaches to prevent the amplification or spread of misinformation and disinformation.

Please reach out if you would like to discuss this position paper.

Kind regards,  
For Rochelle

**Patricia Birrane**  
Executive Assistant to Creina Chapman  
  
Deputy Chair and CEO

Executive Assistant to Fiona Cameron  
  
Authority Member

Executive Assistant to Rochelle Zurnamer  
  
Executive Manager - Content Safeguards Branch

**Australian Communications and Media Authority**



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*The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.*